

# India-Madhya Pradesh Global Youth Tobacco Survey (GYTS) FACT SHEET . . . . .



The India-Madhya Pradesh GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India-Madhya Pradesh could include in a comprehensive tobacco control program.

The India-Madhya Pradesh GYTS was a school-based survey of students in grades 8-10, conducted in 2003. A two-stage cluster sample

design was used to produce representative data for all of India- Madhya Pradesh. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 82.2%, and the overall response rate was 82.2%. A total of 1,692 students participated in the India-Madhya Pradesh GYTS.

## Prevalence

- 16.5% of students had ever used tobacco in any form
- 12.7% currently use tobacco in any form.(Based on response to inr6 & inr7)
- 6.1% currently smoke tobacco (Bidi 2.7%, Cigarette 1.8%, other 0.5%, Multiple form 1.0%)
- 10.3% currently use smokeless tobacco (Based on response to INR7)
- 12.2% of never smokers are likely to initiate smoking next year

## Knowledge and Attitudes

- 42.1% think boys and 24.0% think girls who smoke or chew tobacco have more friends
- 35.4% think boys and 27.4% think girls who smoke or chew tobacco look more attractive

## Access and Availability - Current Cigarette Smokers \*

### Environmental Tobacco Smoke

- 32.2% live in homes where others smoke in their presence
- 45.2% are around others who smoke in places outside their home
- 57.4% think smoking should be banned from public places
- 5.1% think smoke from others is harmful to them
- 36.5% have one or more parents who smoke, chew, or apply tobacco
- 10.1% have most or all friends who smoke

## Cessation – Current Cigarette Smokers\*

### Media and Advertising

- 55.0% saw anti-smoking media messages, in the past 30 days
- 43.5% saw pro-cigarette ads on billboards, in the past 30 days
- 32.3% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 21.3% have an object with a cigarette brand logo
- 20.6% were offered free cigarettes by a tobacco company representative

### School

- 53.4% had been taught in class, during the past year, about the dangers of smoking or chewing tobacco
- 45.0% had discussed in class, during the past year, reasons why people their age smoke or chew tobacco
- 55.8% had been taught in class, during the past year, the effects of tobacco use

## Highlights

- 12.7% of students currently use any form of tobacco; 1.8% currently smoke cigarettes; 10.3% currently use smokeless tobacco.
- ETS exposure is moderate – 3 of 10 students live in homes where others smoke in their presence; almost 5 in 10 are exposed to smoke in public places; almost 4 in 10 have parents who smoke, chew, or apply tobacco.
- Over 7 of 10 students think smoke from others is harmful to them.
- Almost 6 in 10 students think smoking in public places should be banned.
- 5 in 10 students saw anti-smoking media messages in the past 30 days; 4 in 10 students saw pro-cigarette ads in the past 30 days.

\* Sampling contained less than 35 responses

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